

Message Text

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PAGE 01 BRUSSE 13966 171607Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 ICA-20 /058 W
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R 171605Z JUL 78
FM AMEMBASSY BRUSSELS
TO AMEMBASSY BERN
INFO AMEMBASSY BONN
AMEMBASSY PARIS
AMEMBASSY VIENNA
AMEMBASSY ATHENS
AMEMBASSY BELGRADE
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY LISBON
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY MADRID
AMEMBASSY OSLO
AMEMBASSY ROME
AMEMBASSY STOCKHOLM
AMEMBASSY THE HAGUE
AMCONSUL MILAN
AMCONSUL HAMBURG
SECSTATE WASHDC 7912
USDOC WASHDC

UNCLAS BRUSSELS 13966

FOR AMBASSADOR WARNER FROM AMBASSADOR CHAMBERS

E.O. 11652: N/A
TAGS: BEXP, BE
SUBJECT: CONSUMER GOODS EXPORT PROMOTION DAY

REF: BERN 3387
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1. FOLLOWING OUR DISCUSSION IN LONDON ON TRADE DEVELOPMENT, I HAVE GIVEN SOME THOUGHT AS TO HOW WE MIGHT JOIN WITH BERN IN A PROMOTIONAL ACTIVITY. YOUR MESSAGE OFFERS US THIS OCCASION SINCE IT IS CLEAR THAT YOU WILL CONCENTRATE ON BRINGING TOGETHER NEW-TO-MARKET AMERICAN FIRMS IN ONE SPECIFIC CATEGORY, CONSUMER GOODS. A BROADER

SPECTRUM OF MANUFACTURERS WOULD BE TOO DIFFUSE TO HELP EFFECTIVELY AND I BELIEVE U.S. COMPANIES WITH OPERATIONS ALREADY IN EUROPE DO NOT NEED THE TYPE OF ASSISTANCE YOU ARE SUGGESTING WE PROVIDE.

2. ACCORDINGLY, I WILL BE HAPPY TO DEPART FROM OUR PLANNED ACTIONS UNDER THE COUNTRY COMMERCIAL PROGRAM FOR 1979 AND TO HELP ORGANIZE IN THE BRUSSELS EMBASSY A U.S. CONSUMER GOODS DAY. I WOULD SUGGEST DECEMBER 14 AS A BETTER TIME THAN FRIDAY, DECEMBER 15. WE WILL DO OUR BEST TO BRING TOGETHER A STRONG GROUP OF BUYERS AND IMPORTERS. WE WILL SEND YOU SEPARATELY A DESCRIPTION OF THE CONSUMER GOODS MARKET IN BELGIUM. CHAMBERS

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Message Attributes

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